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About Integrity...

AMATEUR ORCHID BUYERS often hesitate to order by mail because there can be so much misunderstanding between buyer and seller as to quality, description, and the cultural condition of plants. For this reason we encourage customers to visit our range and get acquainted personally. Few people who have visited RIVERMONT in the past several years have any hesitancy about buying later by mail.

If you live so far away that a visit is impractical, it's natural to ask a friend who has purchased from RIVERMONT about our plants and our business ethics. We encourage you to get a recommendation from a friend who has purchased our plants, because we are proud of our relationship with customers across the country and in many foreign lands.

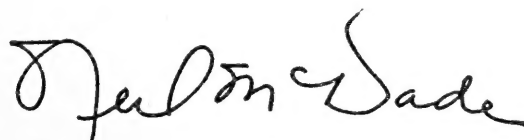
If you cannot visit us and have no acquaintances who have done business with us, this next message is for you.

Without reservation we can state that we have the finest *Cattleya* plants in the world. That's a big statement but it's factual. Our cultural conditions are equal to the best commercial ranges and superior to many. We have two acres of orchids and nothing else but orchids. Our growing conditions are scientifically controlled through the expert advice of four internationally known experts who serve on our advisory board.

Our administrative procedures are modern, prompt, yet personal. We are interested in building repeat sales, because no money is made in this business unless the customer is well enough satisfied to buy again. Therefore, *we guarantee satisfaction in every transaction.* That means that any reasonable complaint will be adjusted promptly and cheerfully. If you know of any dissatisfied customer you will do us a favor by bringing his complaint to our attention.

Above all else, we value our integrity. My mother, Mrs. Clint McDade; my wife; and I, the sole owners of RIVERMONT; and our Manager, Odie Helton, want to be able to face you squarely in the years to come. We want your business, but equally we want your good will. In this time of tawdry politics and loose business ethics, we sincerely want RIVERMONT to uphold all that is best in American business — honesty, integrity, and fairness. Next time you order, buy from RIVERMONT, and give us a chance to show that we mean business.

Rivermont
ORCHIDS
SIGNAL MOUNTAIN, TENNESSEE



NEIL MCDADE, *President.*

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